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## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

December 2, 2002

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell Street SW  
Atlanta, Georgia 30335

**RE: Appointment to Municipal Market Board of Directors**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Clayvon Croom, Jr.** to serve as a member of the **Municipal Market Board of Directors (Beverage Slot)** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Mr. Croom will serve the Municipal Market Board of Directors with distinction. A resume is attached for your perusal.

Sincerely,

A handwritten signature in black ink that reads "Shirley Franklin".

Shirley Franklin

Enclosures

# Clayvon Croom, Jr.

664 Queen Street / Atlanta, GA 30310 / 404-752-9060 / ccroom@aicginc.com

## EXPERIENCE

### **Atlanta International Consulting Group** (1988 - Present) Atlanta, Georgia

*President / CEO*

- Key responsibilities: managing overall, day-to-day sales, operations, and fiscal management.
- AICG is a marketing and production company focusing on the food service, beverage and consumer packaged good industries.
- Major clients include Fortune 500 Companies, including, The Coca-Cola Company, Coca-Cola Enterprise, AOL/Time Warner, McDonalds Corporation, BellSouth Corporation, MCI WorldCom, SC Johnson, ARAMARK Corporation, and others.
- Corporate accomplishments: worked with major corporate sponsors for the Summer and Winter Olympics, World Cup Soccer, Super Bowl, National Football League, Major League Baseball, National Basketball Association, and NASCAR.
- AICG awarded The Coca-Cola Company licensing for promotional merchandise.

### **Clark Atlanta University School of Business Administration** (1989-1995) Atlanta, Georgia

*Adjunct Marketing Instructor*

- Key responsibilities: taught second year MBA graduate level marketing courses: Special Problems in Marketing / Marketing Distribution Systems / Sales Management.
- In 1990, conceptualized and introduced the Sports and Entertainment Institute to CAU School of Business. Also, wrote initial White Paper, spearheaded the research, prepared fiscal budget and developed the curriculum.

### **Coca-Cola USA** (1986-88) Atlanta, Georgia

*National Accounts / Chain Operations Manager*

- Key responsibilities: Responsible for the overall sales, development and execution of soft drink operations and strategic analysis for selected national chain accounts.
- Externally, served as a consultant to food service customers, applying project management techniques for major program conversions, distribution strategies and strategic analysis.
- Developed marketing plan to increase coverage and availability of corporate Coca-Cola products in the Top 16-20 major urban markets in the USA.

#### **Special Assignments, Cherry Coca-Cola Nigeria product**

- Developed marketing plan and evaluation of factors related to the introduction of Cherry Coca-Cola in Nigeria. Recommendations presented to Africa-Middle East Division Senior Management for implementation.

### **Coca-Cola USA** (1984-1986) Atlanta, Georgia

*Project Manager / Fountain Sales Department Packaging*

- Key responsibilities: managed the rollout and implementation of a new product package concept with great success.
- Record soft drink gallonage increase, record account conversion. Capital cost for program in 1984: 8.7 MM; 1985: 20.4 MM; 1986: 8.7 MM.
- Interfaced with top management of several major fast food service companies.

**Coca-Cola USA** (1984) Atlanta, Georgia

*Manager, Distribution Planning*

- Key responsibilities: coordinated the rollout of Bag-In-Box (a new packaging concept) to major Coca-Cola Fountain retail outlets, prestige accounts, and national chain accounts on the West Coast for approximately six months. Included market Blitz for the 1984 Olympics.
- For Distribution and Strategic Planning Group, responsible for the implementation of programs, bottler analysis, distribution planning and special projects.

**Xerox Corporation, BS Marketing / Logistics Department** (1980-82) Rochester, New York

*Business Planning Consultant*

- Responsible for introduction rollout and development of Xerox new low volume products.
- Developed plans for several test markets: Boston, Chicago, New York, Dallas, Atlanta and Los Angeles. Programs included customer interface, presentations to Senior Management, technical hands-on experience, in depth analytical and marketing analysis.

**Consolidated Rail Corporation (ConRail)** (1976-78) Philadelphia, Pennsylvania

*Corporate Management Development Program*

- Rotated on special projects in the following areas: Sales, Marketing, Corporate Planning, and Operations Department.

**MEMBERSHIPS / COMMUNITY ACTIVITIES**

- Promotional Products Association International (PPAI)
- Advertising Specialty Institute (ASI)
- Meeting Planners International (MPI)
- Atlanta Chamber of Commerce
- Atlanta Convention and Business Bureau (ACVB)
- Atlanta Business League (ABL)
- National Black MBA Association
- Georgia Minority Suppliers Purchasing Council
- Big Brothers, Big Sisters of Metro Atlanta
- Butler Street YMCA
- Habitat for Humanity
- Clark Atlanta University Alumni Association
- National Association of Marketing Development
- Urban Design Commission / Atlanta
- Exodus, Inc.

**EDUCATION**

**1978-80**    **Atlanta University School of Business Administration** / Atlanta, Georgia  
Master of Business Administration – Finance / Marketing Logistics (1980 with honors)

**1973-76**    **Cheyney State College** / Cheyney, Pennsylvania  
Bachelor of Science Degree – Major: Marketing (1976 with honors)